HELP YOUR KIDS ENJOY THE INTERNET SAFELY

Quick tips for busy parents

Norton™
by Symantec

The Internet is an **amazing resource,** with elements that often make it feel like an actual city. From learning to news, entertainment, socializing, chatting, shopping, and more, it **enriches our lives** in untold ways.

As a parent, of course, you want to **help your growing child navigate** this incredible "cyber-city" safely, responsibly, and with increasing levels of independence. Which **isn't always easy.**

If you're like many parents these days, you're fairly tech-savvy… but suspect that you could be **doing more to keep your kids safe** online. It's hard to find the time. Or know where to start.

This **quick-read guide** can help.

You'll find **at-a-glance, actionable tips, ideas, and checklists** to ensure your kids are enjoying all the wonderful aspects of the Internet, while…

- viewing age-appropriate **content**
- not spending too much **time** online
- acting in ways today that will protect their digital **reputations** tomorrow

KEEPING TABS ON THE CONTENT

83% of 11 to 15 year olds, whose Internet usage was monitored, registered on a social media site with a false age.

Source: Advertising Standards Authority, UK. 2013

From websites to apps to games and online communities, your kids have **access to a ton of content** that can affect them both positively and negatively.

It's **impossible to watch over their shoulders** every second they're online. And the increasing use of mobile devices is making it that much harder to keep tabs on what they're watching, playing, or reading.

So, **what can you do** to help your kids make the most of the good stuff on the Web without worrying about the bad?
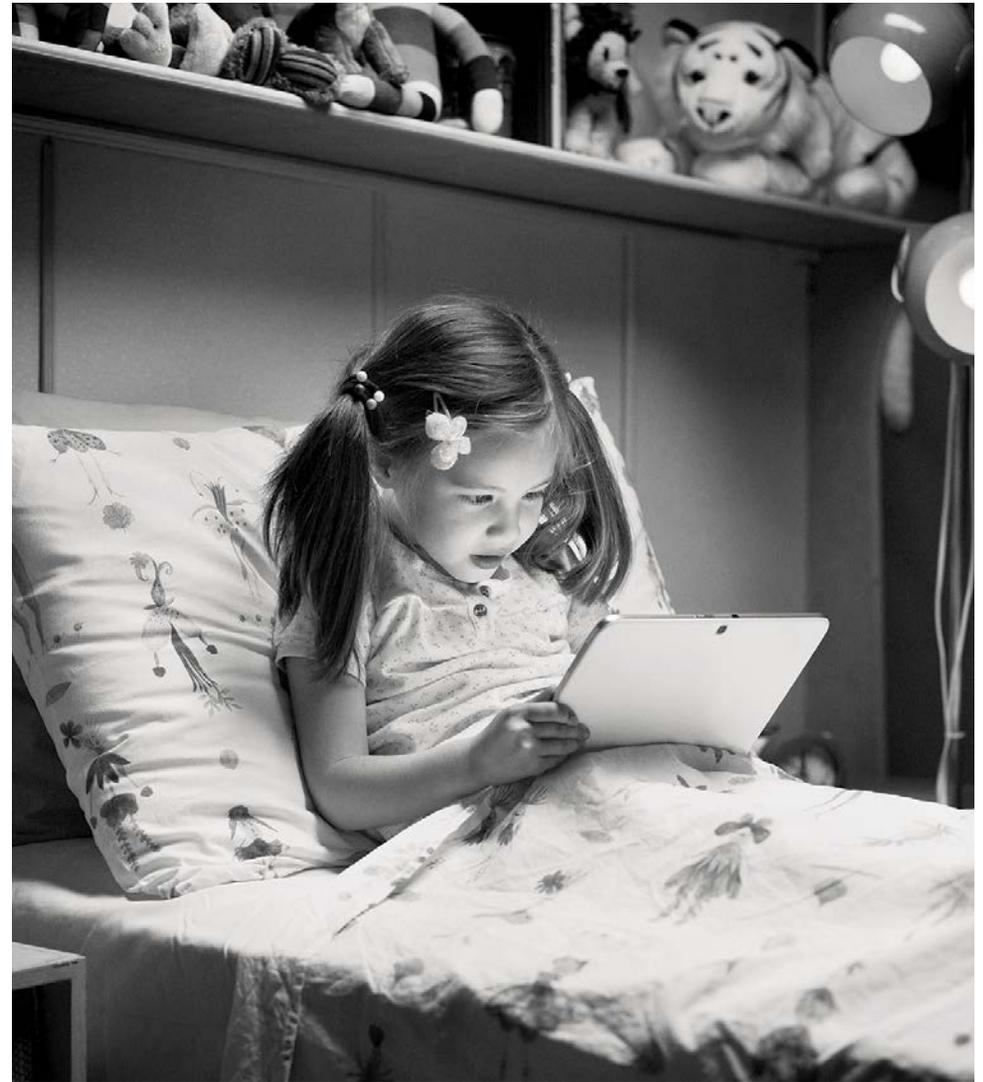
85% of parents have fears about their child being exposed to negative online experiences. Yet, 63% have never used filtering or monitoring software to protect their household.

Source: 2013 Norton Family Report

KEEPING TABS ON THE CONTENT

Things you can do

- **Install parental control software** such as Norton™ Family (it's free) to limit the sites your child can access when you aren't around, or on devices that disappear into backpacks and bedrooms. You can also limit sensitive information you don't want your child sharing (e.g., name, age, phone number).

- **Make sure your browser** is set to take advantage of built-in security and safety features. For example, Microsoft® Internet Explorer offers security and privacy settings. Look under "Tools," then "Internet Options."

- **Turn on all the filtering** and security features in your computer's search engine (such as the Google SafeSearch™ feature). Norton Family can help you set and lock these SafeSearch settings.

- **Set high security** and privacy settings with browsers, memberships, and social networking sites.

- **Install and maintain** Internet security software on all devices. Norton Security makes it easy, covering everything from smartphones to tablets to computers.

- **Turn off** in-app purchasing capabilities on all your family's devices.

- **Always read** app/site ratings before allowing your kids to visit/download. Common Sense Media is a popular resource.

- **Check your browser's history** to see which sites your children are visiting and how often. Norton Family helps you monitor Web activity and prevents kids from trying to delete visits from their history.

- **Limit younger children's online chatting**, even within the friendly interface of a favorite game or club site. As they get older, introduce the concept of chatting with people they know.

- **Make sure** the computer or device your child uses is within your view, in a public space like the kitchen or family room.

- **Teach your children** to tell a parent, teacher, or trusted adult if they feel uncomfortable about anything they've seen online.

- **Always reinforce** that your child needs to ask your permission before talking to anyone new online.

- **Ask your child** not to download files (e.g., music, games, screensavers, ring tones), make online purchases, or install software or apps without your permission.

- **Talk about** protecting private information and never sharing passwords with friends.

SETTING—AND STICKING TO—REASONABLE TIME LIMITS

On average, children aged 8 to 17 claim to spend 44 hours a week online.

Source: 2013 Norton Family Report

Without a doubt, one of the toughest battles today's parents face is helping their kids find a **healthy balance** between interacting online and interacting face to face—"in real life"—with family and friends.

Some kids have a **harder time disengaging** from the online world than others. So, if you have a kid who would happily sit in front of a computer, tablet, or gaming console 24x7… **You're not alone.** And we've got some tips to help.

SETTING—AND STICKING TO—REASONABLE TIME LIMITS

Things you can do

✓ **Establish house rules** for your family about how you'll use technology. Set clear limits, and stick with them.

✓ **Install "screen locks"** on your computers and mobile devices that require a parent login/password, so your kids can't hop online anytime they want.

✓ **Monitor the time** your kids spend on devices through free services such as Norton Family. You can customize time limits for each child.

✓ **Keep computers out of kids' rooms** to ensure better control over how much time is spent surfing the Internet.

✓ **Encourage active play.** Whether having a tea party, participating in a sport, or playing a board game, play time with your child helps foster their imagination and encourages social interaction.

✓ **Set a good example.** Recent figures suggest the average person checks their phone 110 times each day, so parents are not immune to the "screen time" challenge either. Be a good role model.

✓ **Sit beside** your kids when they're online as much as possible, and monitor their screen use. Take an interest in what they're doing.

✓ **Watch for** signs of obsessive or addictive online behaviors and intervene when needed.

✓ **Set aside time** each day to engage in technology-free activities. This is especially important during meal times, when electronics can distract from family conversation and lead to mindless eating.

A recent study of children in grades 3 to 5 found that parental monitoring of total screen time resulted in children getting more sleep, doing better in school, and having less aggressive behavior.

Source: JAMA Pediatrics journal, March 31, 2014

As kids get older, they become **more social and adventuresome** in their computer use. They discuss the latest and "coolest" sites with their friends. They communicate the details of their lives via email, instant messaging, blogs, profiles, and more—leaving **digital traces** of their thoughts and lives all over the Web.

Often, kids don't know, or simply cannot grasp, that **the Internet records everything and forgets nothing**—forever.

All it takes is a single Web search by a college admissions director, potential employer, or loan officer—5, 10, or even 20 years from now—and your child's every photo, opinion, and thought could be at their fingertips. This could hurt them.

It's **never too early** to start teaching your kids to take care of their digital reputations.

According to a survey by Microsoft, 75% of U.S. recruiters and human resource professionals report that their companies require them to do online research about candidates.

Source: New York Times, July 21, 2010

"It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffett

PROTECTING KIDS' DIGITAL REPUTATIONS

Things you can do

Perform a Web search on your children and show them everything you find, from images to news to videos. Or do a search on yourself as a teachable moment and be honest about anything you find that is objectionable. After all, your kids may have already "Googled" you.

Set up Google and/or Yahoo alerts with family members' names to be alerted when new content appears that could impact their reputations.

Use Norton Family to monitor the creation and use of social networking accounts. You can even see what age your child claims to be.

Pay attention to ALL the sites your children visit, especially those that occupy most of their time. Some tweens are using photo-sharing and blogging sites as a junior version of social networking. You may not realize they can post messages, comment, and share with a network of friends using these apps.

Ask your child to tell you about their email and instant messaging accounts and what the passwords are, so that you can monitor their activities and know with whom they are communicating.

Discuss risks and concerns about posting and sharing private information, videos, and photographs. Take advantage of teachable moments as they arise. Talk about stories you've read or seen in the news about nasty emails, embarrassing photos, or personal information that was shared or sent around to other kids. Ask about fake social networking profiles.

Help your kids understand that they should behave the same way online as they do offline. Make sure they understand that other people can see what they are doing online, and so they need to take care with what they say and do.

Reinforce that just like in real life, "If you don't have anything nice to say, don't say anything at all." It is easier for comments to be misconstrued when typed as opposed to spoken.

TALK TO YOUR KIDS REGULARLY

> 1/3 of 200 children aged 8 to 17 interviewed in a recent survey said they had been bullied or experienced cyber-crime, yet 1/2 of them hid it from their parents.

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Source: Norton Report, Family Edition, Australia, June 2014

It sounds simple, but it's true: the most important thing any parent can do to ensure their kids have enjoyable and safe online experiences is to **talk** to them and **keep talking** to them.

Just as the Internet is **constantly changing**, so are your children's online activities. As kids get older, they visit different websites, try new activities, and create new social networking accounts.

Tips for talking

✓ **Avoid judging**, overreacting, or panicking about anything your kids tell you.

✓ **Tailor the discussion** to be age appropriate.

✓ **Give your child space** (both physical and time-wise) to provide honest answers to your questions.

✓ **Try talking** to your kids at bedtime when their defenses are down, or while driving in the car; for some reason, when everyone is looking at the road, it seems easier for kids to be more open with their parents.

1 in 5 children worldwide admit they are doing things on the Internet of which their parents wouldn't approve. Still, 62% of kids worldwide have already had a negative online experience.

Source: Norton Online Family Report

Here are 4 questions to get the conversation going:

1. What are your friends doing online?

This question directs the attention away from your child and is a great way to keep things neutral. You want your son or daughter to give you honest feedback, and you must reassure them that you won't punish them for their answers.

2. What are the coolest or newest websites and apps?

Ask your child to tell you why these sites or apps are cool. You can also ask about the ones that aren't popular anymore and why.

3. Can you show me your favorites?

Spend 15 minutes online with your child. Ask how you set security or privacy settings (look at the top and bottom of the screen for those areas of the site). Ask your child how they use the site and why these sites are favored over others.

4. Has anything online ever made you feel weird, sad, scared, or uncomfortable?

This is an opportunity to discuss cyber-bullying, accidental browsing discoveries, or even something strange involving a friend or peer in the neighborhood. Make sure your child knows they can come to you for help and you won't overreact or punish them.

Ideas from parents…

"We give our kids a 10-hour screen time allowance each week. They can spend it all at once or a little at a time. It gives them more control and helps them learn to manage their screen time on their own."

"No electronics of any kind on weekdays. It's too slippery of a slope in our house…"

"We sat down with our kids and brainstormed a list of '50 Fun Things to Do That Don't Involve Electronics' and pinned it up on the wall. Now we have a go-to resource—one they helped create—that makes it easier to transition from the online world to the real one."

"Our kids can earn 30 minutes of electronics for every hour of reading they do."

"Each of our kids gets 1 hour a day of electronics but can earn extra time—up to 30 minutes—with good behavior 'tickets' that we hand out when warranted."

About Norton™ Family

Norton Family is an easy-to-use family safety service—available in 25 languages—that helps you keep up with your kids' activities on their PCs or Android mobile devices. It helps you start an open conversation with your kids and creates an ongoing connection, so you can teach balance, enable safe exploration, and protect them from sharing too much online. Helpful tools allow you to see kids' online activities at a glance, set limits that establish healthy habits, and most importantly, encourage continued conversation. Because knowing how and where your kids are spending their time online allows you to learn more about their interests.

More resources for parents

Ask the Mediatrician	www.cmch.typepad.com/mediatrician
Common Sense Media	www.commonsensemedia.org
Connect Safely	www.connectsafely.org
Stop Bullying	www.stopbullying.gov
Lady Gaga's "Born This Way" Foundation	www.bornthiswayfoundation.org
Norton Family Resource website	www.norton.com/familyresource
Norton Family Safety service	www.onlinefamily.norton.com/
Norton Cybercrime Index	www.nortoncybercrimeindex.com

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